

D\_SetX.Type = 'AM'

1 = < R1.UPC >

2 = < R2.UPC >

x = < Rx.UPC >

[BUMPERS]

For every record < R > in tblVideoMaterial where

tblVideoMaterial.UPC = D\_SetX.UPC and

tblVideoMaterial.Destination = 'WOE' and

D\_SetX.Type = 'B'

1 = < R1.UPC >

2 = < R2.UPC >

x = < Rx.UPC >--

In the Claims:

Claim 1, 2, 7, 10, 11, and 14 are amended.

Claims 21, 22, and 27 are canceled.

1. (Four Times Amended) A method of disseminating information concerning a product, both of which are to be perceived by a consumer, said method comprising:

providing a database that receives files from content providers;

transmitting said designated files with advertising information and inventory

information to end clients; remotely disposed with respect to said database, wherein each end client receives only its designated files and wherein at least one of said end clients is disposed a distance from said product to encourage the consumer to purchase said product;

providing a perceivable stimulus, from said designated files to said consumer, said perceivable stimulus being associated with said product; and

Cont  
EE1  
Cont'd  
wherein an interactive consumer stimulus initiated by the consumer includes said perceivable stimulus.

2. (Three Times Amended) The method as recited in claim 1 wherein the perceivable stimulus is repeated multiple times and statistical data are created based at least partly on providing the perceivable stimulus.

EE2  
6/7  
4  
3. (Three Times Amended) The method as recited in claim 3 wherein said distribution database includes a distribution file and further including compressing and distributing said distribution file to at least one of said end clients via satellite.

EE3  
10. (Four Times Amended) A method of disseminating information concerning multiple products, said method comprising:

receiving files from content providers;  
assigning at least one attribute for each file and creating designated files for distribution to end clients;  
creating a database containing said designated files;  
selecting a plurality of end clients;  
transmitting said designated files with advertising information and inventory information to end clients with each end client receiving only its designated files, wherein said end clients are remotely disposed with respect to said database, with subsets of said end clients corresponding to differing products, including transmitting information corresponding to a first of said multiple products to one of said end clients and wherein at least one of said end clients is disposed a distance from at least one of said multiple products to encourage the consumer to purchase said at least one of said multiple products;  
providing a perceivable stimulus, from said information corresponding to said first of said products, to a consumer positioned proximate to said one of said end clients, with said perceivable stimulus being associated with said first of said multiple products; and  
wherein an interactive consumer stimulus initiated by said consumer includes said perceivable stimulus.

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EE3  
Cont'd 16

11. (Three Times Amended) The method as recited in claim 10 wherein said providing step is repeated multiple times and statistical data are defined based at least partly on providing the perceivable stimulus.

EE4

13

12. (Three Times Amended) The method as recited in claim 10 wherein transmitting further includes creating from a subset of said plurality of records a distribution file, wherein the distribution file is compressed and distributed via satellite.

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